3 pgs.

RJReynolds
Tobacco Company

Dave Wilmesher
Vice President
Northeast Sales Area
910-741-1281
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SENT VIA FAX

June 25, 1996

R. C. Farmer
R. F. Kane
J. R. Loftin
J. M. Piscitelli
L. T. Poolo
P. E. Schmidt
M. A. Young
D. P. Fitzgerald

SUBJECT: MERCHANDISING IMPLEMENTATION - CASEY'S STORE

Attached is a letter from Bob Fiori to Pat Cundari explaining the implementation of our programs into Casey's Stores. Fiori and Paul Stromgren plan clearly the model of the future. They did a great job selling and then implementing the program with no RJR RR support.

This is the type of expectation we should have in the future. To get there, we must begin today!

As information, Casey's has 1000 + stores.

Sincerely,

Dave

0241DW/di

Attachment

Kam, AM

THIS IS THE FUTURE DIRECTION WE SHOULD BE WORKING TOWARDS.

Roger.